

Message Text

UNCLASSIFIED

PAGE 01 AMSTER 00201 021711Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----030418 115364 /73

R 021600Z MAR 77
FM AMCONSUL AMSTERDAM
TO USDOC WASHDC
SECSTATE WASHDC 3008
INFO USIA WASHDC
AMEMBASSY BRUSSELS
AMEMBASSY THE HAGUE
AMCONSUL ROTTERDAM

UNCLAS AMSTERDAM 201

USDOC FOR BIC/OIM/SAD FREDERICK GAYNOR

E.O. 11652: N/A
TAGS: BEXP, NL
SUBJ: USHUS

REF: A) STATE 027394 B) AMSTERDAM 0141 C) USDOC 03143

1. POST CONTINUES TO URGE APPROVAL OF MULTIPLE RATHER THAN SINGLE-SITE EVENT. COSTS ARE SLIGHTLY HIGHER BUT WE BELIEVE PROBABLE EFFECTIVENESS MORE THAN OUTWEIGHS THIS CONSIDERATION. HOWEVER, EITHER WILL BE A WELCOME AND VALUABLE ADDITION TO OUR CONSUMER GOODS EFFORTS.
2. USIS THE HAGUE HAS REVIEWED VTR SITUATION. WHILE APPRECIATIVE OF USDOC BUDGET PROBLEM, USIS HAS ONLY TWO VTR MONITOR/PLAYBACK SYSTEMS IN COUNTRY AND IS EXTREMELY RELUCTANT TO COMMIT BOTH FOR 3-5 DAYS FULL TIME TO USHUS. RENTAL WILL THEREFORE BE REQUIRED.
3. POST DOES NOT HAVE FACILITIES FOR HOLDING EVENT ON PREMISES. SPACE RENTAL WILL THEREFORE ALSO BE REQUIRED. BUDGET OF 3,000 MENTIONED IN PARA 1 REF C IS INADEQUATE. USHUS CANNOT BE PROPERLY

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STAGED HERE WITHIN THAT AMOUNT.

4. ESTIMATED BUDGET:
SINGLE SITE MOBILE

MARKET PROMOTION	DOLS 1,200	DOLS 1,200
MAILING, PRINTING SERVICES	1,300	1,300

HOSPITALITY	500	500
SPACE RENTAL	1,200	800
VTR RENTAL	700	700

TRAVEL, PER DIEM	0	775
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DOLS 4,900	DOLS 5,275
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5. MERO SYSTEM WOULD BE WELCOME BUT COSTS OF SRXXX ROUND TRIP TRANSPORT FROM PARIS ARE NOT INCLUDED ABOVE. THESE SHOULD BE ESTIMATED AND COMPARED TO COST OF LOCAL RENTAL/USE OF AVAILABLE EQUIPMENT. AN ESTIMATE OF SPACE REQUIREMENTS FOR CATALOG/SAMPLE DISPLAYS SHOULD BE SENT BY USDOC AS SOON AS AVAILABLE TO ALLOW SUCH COMPARISON.
LAGASSE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 02-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977AMSTER00201
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770072-0824
Format: TEL
From: AMSTERDAM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t197703103/aaaadmpw.tel
Line Count: 77
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Message ID: 955588ac-c288-dd11-92da-001cc4696bcc
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Review Content Flags:
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Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2945261
Secure: OPEN
Status: NATIVE
Subject: USHUS
TAGS: BEXP, NL
To: COM STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/955588ac-c288-dd11-92da-001cc4696bcc
Review Markings:
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